

A STUDY ON CUSTOMER SATISFACTION TOWARDS DIGITAL MARKETING

Submitted in partial fulfillment of the requirement for the reward of

BACHELOR OF BUSINESS ADMINISTRATION

BY

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BACHELOR OF BUSINESS ADMINISTRATION

SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

**Accredited with Grade “A” by NAAC | 12B Status by UGC | Approved by
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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **DEVAKUMAR V (39280007)** who has done the Project work entitled **A STUDY ON CUSTOMER SATISFACTION TOWARDS DIGITAL MARKETING** under my supervision from December 2021 to March 2022.

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Internal Guide

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Dean, School of Management Studies

Submitted for Viva voice Examination held on _____

Internal Examiner

External Examiner

DECLARATION

DEVAKUMAR V (39280007) hereby declare that the Project entitled “**A STUDY ON CUSTOMER SATISFACTION TOWARDS DIGITAL MARKETING** “ Done by me under the guidance of **Dr.Shetty Deepa Thangam Geeta M.Com., B.Ed., Ph.D (Internal)** submitted in partial fulfilment of the requirements for the award of **Bachelor of Business Administration.**

Date:

Place: Chennai

Signature of the Candidate

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DEVAKUMAR.V

ABSTRACT

Marketing of products or services over the internet. Online Marketing is the marketing of products or services over the internet & it ties together creative and technical aspects of the internet, including design, development, advertising and sale.

Online marketing is used by companies selling goods and services directly to consumers as well as those who operate on a business to business. Online marketing, it refers to the techniques which are available to a business market, promote and advertise their products, services or brand to the World Wide Web.

TABLE OF CONTENTS

CHAPTER NO	TITLE	PAGE NO:
	TITLE PAGE	1
	BONAFIDE CERTIFICATE	2
	DECLARATION	3
	ACKNOWLEDGEMENT	4
	ABSTRACT	5
1	INTRODUCTION	7-20
1.1	MAIN OBJECTIVES OF DIGITAL MARKETING	8
1.2	SCOPE OF DIGITAL MARKETING	9
1.3	DIGITAL MARKETING	10
1.4	LOGO	11
1.5	METHOD OF ONLINE MARKETING	12
1.6	IMPORTANCE OF ONLINE MARKETING	13
1.7	ADVANTAGES AND DISADVANTAGES OF ONLINE MARKETING	14
1.8	TYPES OF ONLINE MARKETING	15
1.9	PAY PER CLICK MARKETING	16
1.10	DIGITAL AND VIRAL MARKETING	17
1.11	SOCIAL MEDIA MARKETING	18
1.12	AIDS MODEL	19
1.13	PROBLEM OF ONLINE SHOPPING	20
2.	LITERATURE SURVEY	21
3	AIM AND SCOPE	23
4	EXPERIMENTAL OR MATERIAL AND METHODS	24
5	PERFORMANCE ANALYSING	25
6	SUMMARY AND CONCLUSION	<u>27</u>
7	RESEARCH METHODOLOGY	28
8	DATA ANALYSIS	29

CHAPTER - 1

Introduction

Online Marketing is the Art and Science of selling products and services over digital networks, such as the internet and cellular phone networks. Online Marketing is becoming a hot topic in every business sector, gradually plays a truly important role in any company's multi-channel marketing strategy. It uses the internet to deliver promotional marketing to consumers. It includes email marketing, search engine marketing, social media marketing, Many types of display advertising (including web banner advertising), and mobile advertising. Like other advertising media, online advertising frequently involves both a publishers, Other potential participants include advertising agencies that help generate and place advertisement copy, an advertisement server who technologically delivers the advertisement and tracks statistics and advertising affiliate who do independent promotional work for the advertiser.

Main Objectives of digital marketing:

- Brand Awareness
- Lead Generation
- Promotion for new products & services
- Target Customers
- Retaining Old customers
- Increase Sales/Profit
- Expand Market
- More Website Traffic
- Improve User Experience
- Improve conversions

Scope of Digital Marketing

- Display advertising
- Text advertising
- Web banner advertising
- Search Engine Marketing
- Search Engine
- Optimization
- Sponsored Search
- Social Media Marketing
- Mobile Advertising
- Email Advertising

Digital marketing

Digital marketing is used as the major key tool nowadays to turn the impact of any small size business into a measurable & huge one. Its impact is so much high that even small scale business are growing their shares in a very large market. And why wouldn't it be? digital marketing provides you with various tools which make a business to grow & compete in the market.

Digital Marketing: The approach of marketing gets differ in online marketing, we use techniques like SEO, SMM, SEM, Content Marketing to increase the visibility of our business.

The ultimate goal of every business is to get a high number of potential customers to their doorstep. And for the same objectives of digital marketing are set by intelligent business owners.



Method of Online Marketing

- Article Marketing- To build links for your site, enhance your website's search engine ranking and getting traffic.
- Forum Marketing- Forum is a place where people gather and discuss their problems, strategies etc. Again a good traffic builder.
- Search Engine Marketing - This involves search engine optimization of your website design and content.
- Pay per click Advertising - This is a paid service where you pay the service provider every time your link is clicked.
- Link Exchange - In this a website places a link for other website in exchange for its link on that site.
- Link Purchase - You can purchase placement of your website link on other website.
- Viral Marketing - Here, you make a useful product like e-book or software, build some humorous video or funny email and allow people to pass it on freely
- Join ventures - Here two or more marketers come together and promote a product or service in a way that it will benefit them all.
- RSS Marketing -Really simple syndication, people can subscribe to these RSS feeds and can view the content of the website via their RSS reader
- Blog Marketing - Blog is an online journal which can update on regular basis.

Importance of Online Shopping

Ling, said that customers can take enjoy online shopping for 24 hour per day. Consumers can purchase any goods and services anytime at everywhere. Online shopping is user friendly compare to in store shopping because consumers can just

complete his requirements just with a click of mouse without leaving their home.

Online shopping has some advantages like below

1. Save the Time of The consumers.
2. They can purchase any time anywhere.
3. The can compare the price with the others retailers very easily.
4. Compare the advertising price and actual price.
5. They can easily track their product.
6. They can use cash back policy.

Advantages and Disadvantage of Online Marketing

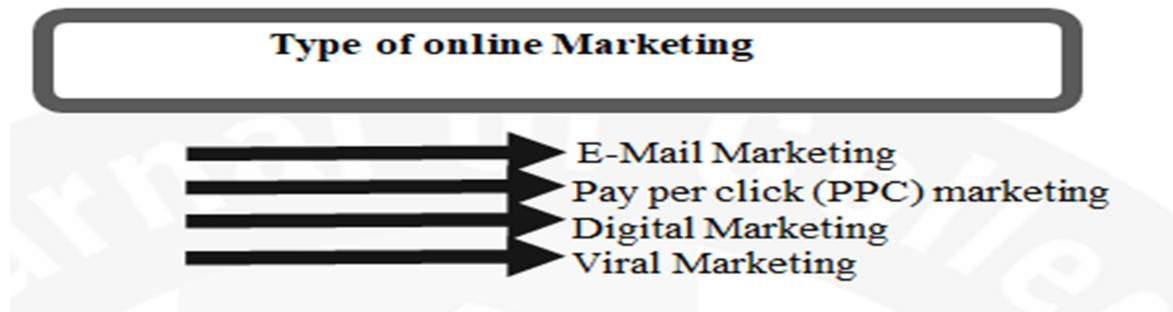
Advantages of Online Marketing

1. One to one approach
2. Cater to specific interests
3. Different content by choice
4. Geo-marketing
5. Relatively inexpensive
6. Global business
7. Measuring statistics is easy
8. Accountability

Disadvantages of Online Marketing

1. Illegal or unethical practices
2. Physical demonstration and needs to be tangible
3. Transparency
4. Cost of Hardware

Types of Online Marketing



E-Mail Marketing

1. Products through the use of email.
2. There are 2 main ingredients to an effective email marketing campaign.
3. They are to build a large list of people you can email and to write great emails.
4. The emails should be packed with free value and they should move people to buy what you are trying to sell

Pay per click Marketing

1. You have to pay for PPC ads.
2. You target certain words and then when those words are searched for on a search engine such as Google your ad will appear.
3. But you do have to pay every time your homework and find out how to effectively use PPC.
4. Otherwise you can easily lose a lot of money in a short amount of time.
5. But if you do learn how to use PPC effectively then you can make a lot of money

Digital & Viral Marketing

Digital Marketing

1. With regards to the Internet, this is the promoting of brands using all forms of online digital advertising channels to reach consumers.
2. This includes video channels, Internet Radio, mobile phones, display or banner ads, digital outdoors, and any others form of digital media.

Viral Marketing

1. Marketing Techniques that use social networks to produce an increase in brand awareness or achieve other marketing objectives (Such as product sales) through self-replicating viral processes.
2. It can be word-of-mouth delivered or enhanced by the network effect of the Internet.
3. Viral promotions may take the form of video clips, interactive Flash games, e-books, images, or even text messages.

Social Media Marketing

1. Social media is very popular right now and it's only getting more popular.
2. You can tap into that popularity by using social media to sell your products.
3. Just make sure you don't SPAM people. In fact, you shouldn't use any social media to directly sell anything.
4. Just use social media to direct people to other sites where you can then hit with a sales pitch.

AIDS Model

After a consumer's Purchase it is very hard to define which advertising

medium was the crucial one for the final purchase. It is important for a company to know which mediums are worth to keep or to invest.

Before, analysis tools like the so called First-Click-Winner or Last-Click-winner were used. A customer gets through the following phases before making a decision: attention, interest, desire and action.

1 **A- Attention**

Initial point where your brand and/or business is recognized and knowledge.

2 **I – Interest**

Generating thoughts and discussion about your brand.

3 **D – Desire**

Communicate your message through the use of social media and email marketing.

4 **A- Action**

The stage where the conversion is complete and back to the 'interest' stage to retain them. Your website is responsible for this stage.

Problems of Online Shopping

Online shopping problems are great barrier to the online purchase aim of customers. General problems include prospect of having credit card. The obscurity to confirm the reliability of the provide goods and the risk to buy a product that it would not value as much as customer pay for it. After- sales problems, involved difficulty to change not working product with a new one and products warranty are not assured. Online shopping has various disadvantages:

1. The customers can not touch and feel of the products when they want to Purchase.
2. Some time delivery time is so much late.
3. Some time they will pay the shipping charges so why the cost of the product may increase.

Chapter – 2

Review of Literature

A number of research papers and articles provide a detailed insight on Internet Marketing. The findings from the literature are presented below:- Internet marketing has been described simply as 'achieving marketing objectives through applying digital technologies' (Chaffey et al., 2009).

Digital marketing is the use of technologies to help marketing activities in order to improve customer knowledge by matching their needs (Chaffey, 2013). In the developed world, companies have realized the importance of digital marketing. In order for businesses to be successful they will have to merge online with traditional methods for meeting the needs of customers more precisely (Parsons, Zeisser, Waitman 1996).

Introduction of new technologies has creating new business opportunities for marketers to manage their websites and achieve their business objectives (Kiani, 1998). Online advertising is a powerful marketing vehicle for building brands and increasing traffic for companies to achieve success (Song, 2001).

Expectations in terms of producing results and measuring success for advertisement money spent, digital marketing is more cost-efficient for measuring ROI on advertisement (Pepelnjak, 2008). Today, monotonous advertising and marketing techniques have given way to digital marketing. In addition, it is so powerful that it can help revive the economy and can create tremendous opportunities for governments to function in a more efficient manner (Munshi, 2012). Firms in Singapore have tested the success of digital marketing tools as being effective and useful for achieving results.

(Teo, 2005). More importantly, growth in digital marketing has been due to the rapid advances in technologies and changing market dynamics (Mort, Sullivan, Drennan, Judy, 2002). In order for digital marketing to deliver result for businesses, digital content such as accessibility, navigation and speed are defined as the key characteristics for marketing (Kanttila, 2004).

Other tried and tested tool for achieving success through digital marketing is the use of word-of-mouth WOM on social media and for making the site popular (Trusov, 2009). In addition, WOM is linked with creating new members and increasing traffic on the website which in return increases the visibility in terms of marketing. Social media with an extraordinary example Facebook has opened the door for businesses to communicate with millions of people about products and services and has opened new marketing opportunities in the market. This is possible only if the managers are fully aware of using the communication strategies to engage the customers and enhancing their experience (Mangold, 2009).

Marketing professional must truly understand online social marketing campaigns and programs and understand how to do it effectively with performance measurement indicators. As the market dynamics all over the world are changing in relation to the young audience accessibility to social media and usage. It is important that strategic integration approaches are adopted in organization's marketing communication plan (Rohm & Hanna, 2011). With the above reviews we can assume that GST is a tax reform which will change the scenario of the country as a support for this review study Blogs as a tool for digital marketing have successfully created an impact for increasing sales revenue, especially for products where customers can read reviews and write comments about personal experiences.

For businesses, online reviews have worked really well as part of their overall strategic marketing strategy (Zhang, 2013). Online services tools are more influencing than traditional methods of communication (Helm, Möller, Mauroner, Conrad, 2013). As part of study, it is proven that users experience increase in self-esteem and enjoyment when they adapt to social media which itself is a motivating sign for businesses and marketing professional (Arnott, 2013). Web experiences affect the mental process of consumers and enhance their buying decision online (Cetină, Cristiana, Rădulescu, 2012). The Internet is the most powerful tool for businesses (Yannopoulos, 2011). Marketing managers who fail to utilize the importance of the Internet in their business marketing strategy will be at disadvantage because the Internet is changing the brand, pricing, distribution and promotion strategy.

Chapter – 3

Research methodology

Research Design

The Research design undertaken for the study is descriptive Research Design. A study, which wants to portray the characteristics of a group or individuals or situation, is known as a Descriptive study. It is mostly qualitative in nature.

Sampling Technique

A convenience sample is one of the main types of non-probability sampling methods. A convenience sample is made up of people who are easy to reach.

Sources of Data

Primary Data

Data that is collected for the first time is called **Primary Data**. Well, Structured Questionnaires have been prepared for the collection of primary data.

Secondary Data

Secondary data refers to data that was collected by someone other than the user. Common sources of secondary data are Internet, various books and websites.

Structure of Questionnaire

In this research only closed-ended questions are used. Closed questions provide respondents with a list of options from which they choose.

SAMPLE SIZE

Sample size means the number of sampling units selected from the population for investigation. It helps to achieve the objective of the research. The sample size taken for the study is 65 .

DATA ANALYSIS AND INTERPRETATION

4.1. Gender

● Male	35
● Female	28
● Prefer not say	1



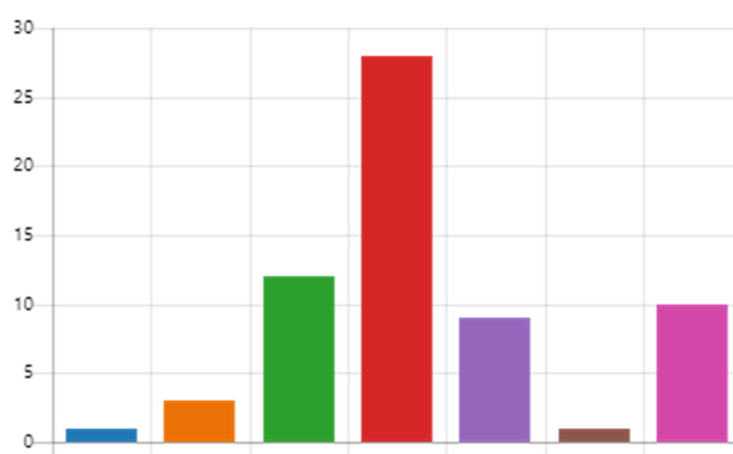
4.2 Age *

● Age below 20	33
● Age 21-25	21
● Age 26-30	2
● Age 31-40	8
● Age above 40	1



4. Education *

Below SSLC	1
SSLC	3
HSC	12
Undergraduate	28
Postgraduate	9
Diploma	1
Others	10



5. Profession *

Wage worker	2
Employee	7
Student	46
Businessmen	2
Others	8



6. Marital status *

● Married	14
● Unmarried	51



7. The 'consumer's satisfaction' level is classified as

● Unit metrics	18
● Procedural metrics	13
● Marketing external metrics	33



8. If customer expectation and product performance are match

●	Shows the satisfaction of the c...	37
●	Shows the dissatisfaction of th...	7
●	Does not meet customer requi...	5
●	All of the above	16



9. What do you mean by Digital marketing?

●	Digital marketing is referred t...	5
●	Anolog marketing	4
●	Shop	3
●	None of the above	5

11. What are some examples or digital marketing

Social media marketing	37
Search engine marketing	2
Search engine optimisation	4
All of the above	22

12. Who is the father of digital marketing?

Philip kotler	35
Bruce clay india	5
Justin Hall	16
None of the above	7

13. Which of the following is production related procurement?

Offline supplies	12
Raw materials	39
Information system	6
None of the above	5

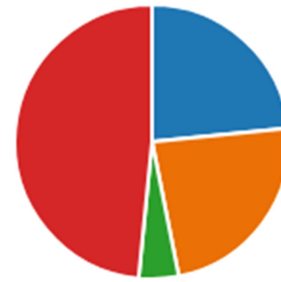
14. Which of the following waves can penetrate through clouds?

● Ultrasonic	11
● Gamma	13
● Radar	30
● Visible and infrared	9



15. Sales promotion includes.

Advertise	15
Publicity	15
Selling	3
All of the above	31



16. Extended P's of service marketing mixes:

● People, product, process	33
● Price, physical Evidence, prom...	14
● Physical Evidence, place, people	14
● Product, process, physical	2



17. Marketing information includes

Knowledge of customer requirements	37
Knowledge of peers	6
Knowledge of industries	6
All of the above	16



18. Business leverage digital channels such as to connect with current and prospective customers.

● search engines, social media, etc.	27
● Product	11
● Both A and B	20
● All of the above	7

19. Is social media marketing a type of Digital Marketing?

● Yes	64
● No	1



20. Content Marketing is a type of Digital Marketing.

● True	53
● False	11



21. What is not true about digital marketing?

● It can be done online	9
● It cannot be done online	2
● It is referred to as online mark...	3
● All of the above	9



22. How do you know about Digital Marketing.

●		
●	Friends and family	19
●	Internet / Social media	35
●	Advertising	11



23. What do you mean by Digital Marketing.

●	Online marketing	60
●	Offline marketing	5



24. Was the packaging good or bad?
Rate your self.

●		
●	1	9
●	2	5
●	3	14
●	4	23
●	5	14



25. Was the delivery good and safe.

●	Yes	60
●	No	5



Chapter 5

FINDINGS & CONCLUSION

FINDINGS

- 46.5% people has responded that they are minimally satisfied for their work culture.
- The maximum public responded that adequately compensated for the job they do.
- The maximum public responded that annually they are given opportunities for promotion at their work place.
- The maximum people responded that they are occasionally provided with opportunities to perform their full potential.
- 54.9% people responded that they are recognised and appreciated.
- 50% people are responded that they are proud of their employers 'brand.
- 45.7% people responded that they are included and respected and felt amongst their co-workers.
- 35.2 percentage has responded that they had preferred to work in that particular organisation. 63.8% of people has responded that they can rate 2 out of 3 for work-life balance.
- The task assigned to them by their supervisor, mostly help them learn and grow professionally.
- The responded people belong to IT & IT services, healthcare & biotechnology, Banking & Financials, Manufacturing.
- Most of them (79.1%) people responded that they worked 21-35 years worked in a single organisation.
- 62.1% responded that they worked maximum of 1-3 years of experience.
- 65.2% people responded that they have worked in 1-2 organisation.
- 50% of people responded that 1-2 years they have worked in a single organisation.

CONCLUSION

This study has attempted to identify the major advantages and disadvantages determined by the development of Internet technology in the area of social media marketing. Social media is the modern tool for marketers who try every means to get their message out to their target markets. The medium has many advantages and disadvantages based on their firm, and many companies still struggle to find the right way to use it. The average business owners or marketers do not fully understand the risks and challenges in it. The field is still so fresh that it is difficult to evaluate the qualifications of social media experts who offer their services online. So, before a company step into the field of social media marketing, they must complete full research on social media practices. An organization must master basic principles and tactics of using social media as an effective tool in order to survive in the field of social media marketing. Main goals of a company or organization must engage customers, to protect company reputation, to provide customers with good quality of product and services and to satisfy customer need.

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